

The Branding of ME

JOMC 474

Friday 9am - 11:30am

Carroll Hall 143

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Class Twitter: @brandingofme

Class Blog: <http://www.brandingofme.wordpress.com>

Pre-requisite Class: NMTIFAMP

Course Goal: The goal of this course is for you to help you stand out (differentiate yourself) when interviewing for a job by successfully creating a personal brand for yourself and blasting it all over the place online! We will do this by "branding" you. Your BRAND will have the best chance of being built if it is something that is representative of you: your values, your belief system, your personality, your life ambitions and how you want to be seen by others.

Although this is a short-term project, if you do this the way it should be done (Branding you, yourself), then it will not only be easy to maintain after graduation, but it will be something you WANT to maintain for a very long time. Something that will ALWAYS serve you well personally and professionally.

Course Objective and Process: In the course, you will brand yourself through free social media and new media tools. There has never been a time, in history, where this was so readily available to you. You, like no other generation before you, have the opportunity to truly brand yourself and make it noticeable, memorable and representative of you. We will hit the ground running as you'll be blogging by the second week of class, but simultaneously, we will spend time in the class discussing you -- all of you - while also working on the semantics of branding yourself.

This will be fun, enlightening, challenging and rewarding. Simultaneously, you will be learning branding techniques, be working on branding yourself, learning SEO (search engine optimization) techniques and working on introspection: What you are, what you know to be true about you, what you want to do, what you want to be, what you need and what's inside you/will drive you to be YOU. All of this will be done through exploring your Emotional Intelligence as well as your personal branding identity and through a great deal of INTROSPECTION.

Although at the heart of personal branding is your BLOG, we use the top social media accounts to brand you and your blog via LinkedIn, About.me, Facebook, Twitter, Pinterest, Vine and even Google+ - and anything new and relevant that may come along while we're in class.

Attendance Policy: Don't Miss Class. And, if you do miss, let me know BEFORE you miss class by emailing me, calling me or Facebook messaging me. Simple as that. You cannot miss more than one class all semester. We will NOT have class on February 13th - so, that's one free day already! If you miss more than one class, you will get 5-points deducted from your final grade (for each class missed, excused or unexcused). To be clear, everyone can miss one class (with notice AHEAD of time) and not receive any grade deduction. But, after one class, you will receive 5-points deducted for any class missed.

Grading: If you come to class, blog at least twice a week and keep up with in-class work, you will get an A. If you miss a blog (again, you are expected to blog twice a week starting the week of January 12th), you will get 2-points deducted for each missed blog entry. Also, each blog must be promoted via each social media platform - the way discussed in the 2nd class on January 16th - or one point will be deducted from your final grade (per missed social action). Class participation is exclusively graded by attendance. Of course, you will all get more out of class by actively participating in class, but, unlike NMTIFAMP, it is not part of your grade.

General Course Calendar:

Weeks 1-6: INTROSPECTION and ACTION - We will spend these six weeks figuring out all that is in the course objectives (above). In addition, we will briefly discuss the value of Emotional Intelligence. Also, we will proactively work on cleaning up our current social media profiles.

Weeks 7-11: In Depth BRANDING WORK - In addition to actually working on your branding projects in class, we will discuss the myriad tools you can use to brand yourself and the ways you can leverage other people's blogs and websites to spread your brand. In addition, we will discuss topics like Personal Life vs. Professional Life, Online networking, managing your online reputation and the value of LinkedIn leveraging. Also, we will talk about how to do a resume, properly, proper greetings, cold calling (for job interviews and, in the future, business relationships) and relationship marketing.

Weeks 12-15: In addition to in-class branding work, we will discuss the ethics of online relationships, marketing tactics of personal branding and the curve of expectation. In addition, I will call on a few of you to share your branding projects live in class.

Readings: The only REQUIRED reading for the class was one that you were supposed to have already read: "Emotional Intelligence" by Daniel Goleman. However, I will be posting REQUIRED readings in the Facebook Group - not as many as NMTINFAMP. Thus, READ THEM ALL!

One Final Note: This class is all about you. Sure, there's a grade at the end and most people have received an A for this class and most of you will likely get an A. But, unlike any other class you've taken at UNC, I believe that this class can DIRECTLY influence your job-search like no other class you've taken at Carolina. If you do what you learn in class, you WILL stand out. You WILL be differentiated. If there are three qualified candidates all from great quality schools (like UNC) after the same job and YOU have branded yourself, YOU will get the job as you will stand out from the other two.

ACEJMC Values and Competencies:

Understand concepts and apply theories in the use and presentation of images and information;

Think critically, creatively and independently;

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

Apply tools and technologies appropriate for the communications professions in which they work.